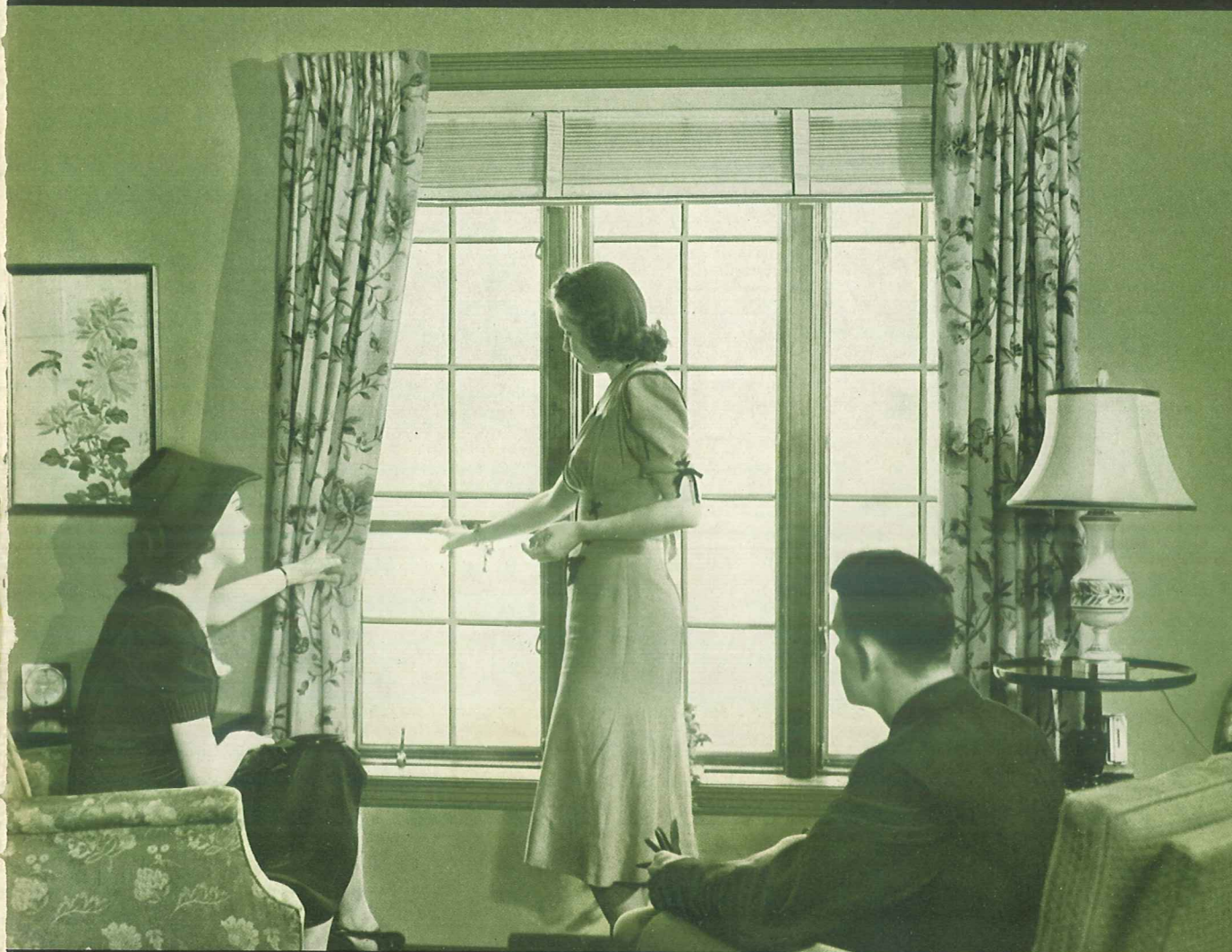




Pella

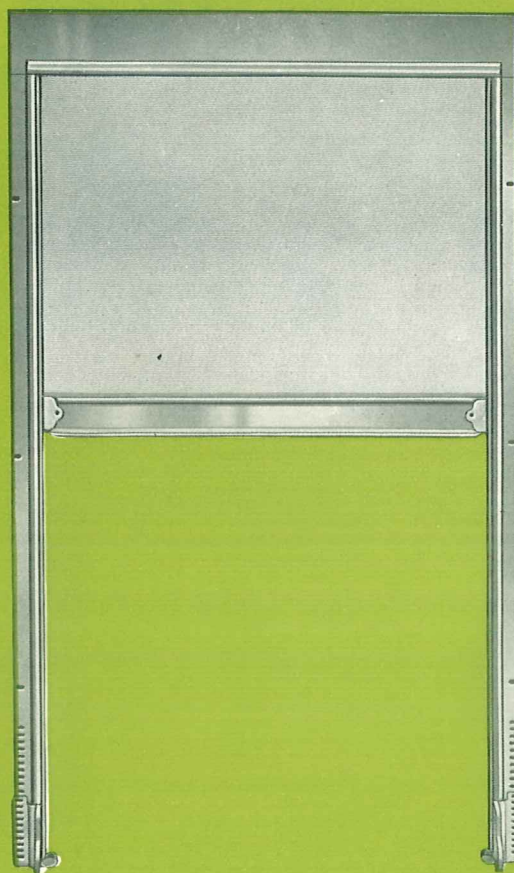
ROLSCREENS

VENETIAN BLINDS

CASEMENT WINDOWS



Pella ROLSCREENS



roll up and down ... like a window shade

RolSCREENs are truly the modern inside window screens. A touch of the finger and they roll up automatically, onto hidden rollers. A gentle pull lowers them into place for service. Once installed, *RolSCREENs* become a permanent part of the window. They are so inconspicuous you scarcely realize they're there. Pella *RolSCREENs* are the original and only genuine "*RolSCREENs*". Behind them is more than 13 years manufacturing experience. Always look for the name, "Pella" because Pella *RolSCREENs* are the most efficient rolling screens made — and, the most economical in the end of *any* type of window screen. Over 1½ million are in use today in homes costing \$5000 and up.

Ingeniously designed and durably built, *RolSCREENs* are thoroughly practical. They work . . . beautifully! And, they will far outlive their *Ten-Year Guarantee*.

Enjoy the convenience

ECONOMY AND BEAUTY OF ROLSCREENS

ROLSCREENS are the happy solution to the old, old problem of making open windows insect tight. They accomplish their purpose in the most direct, common-sense way imaginable! At the same time, they eliminate *all* the bother, repeated labor and recurring expenses which go hand-in-hand with ordinary methods of screening.

Here are the many benefits and advantages of having your windows *Rolscreened*: SCREEN TROUBLES VANISH when *Rolscreens* are installed. Once in place—always in place. No putting up. No taking down. No washing. No sorting. No storing. No painting. No repairing.

LOVELIER WINDOW EFFECTS are possible because *Rolscreens* are so inconspicuous. Actually, you would hardly know they're there. *Rolscreened* windows sparkle; their architectural beauty remains unmarred. Appearance of the whole house is improved because *Rolscreens* do not give windows that "blurry", "fuzzy" look, like old-fashioned, outside flat screens.

ROOMS ARE LIGHTER because *Rolscreens* admit 10% to 20% more light than screens with wide, ugly frames.

WINDOWS AND DRAPERIES STAY CLEANER. Installed on the inside, *Rolscreens* do not accumulate dirt and dust like outside screens. Besides, they automatically clean themselves every time they are rolled up and down.

AWNINGS AND WINDOW BOXES are quickly accessible from the inside. *Rolscreens* do not interfere with casement latches or window locks. There is nothing to fuss with when windows must be washed on the outside.

CHILDREN ARE SAFER because *Rolscreens* are "locked" in securely at the top and bottom and both sides. The whole household is safer because *Rolscreens* cannot be unlocked from the outside!

RUSTPROOFED. The special, clear-vision "AluminA" wire-cloth used in *Rolscreens* need never be painted. It is extremely strong—yet flexible. It will far outlive *Rolscreen's Ten-Year Guarantee*.





You will always be proud of your judgment in selecting *Rolscreens*. Friends will never cease to admire (and secretly envy) such neat, efficient, trouble-free window screens.

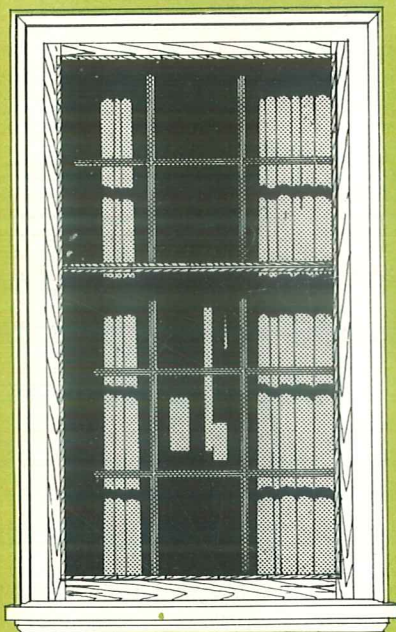
Rolscreens give easy, quick access to window boxes, and awnings from the inside.

Windows and draperies stay cleaner longer because *Rolscreens* do not accumulate dust and dirt like outside screens.

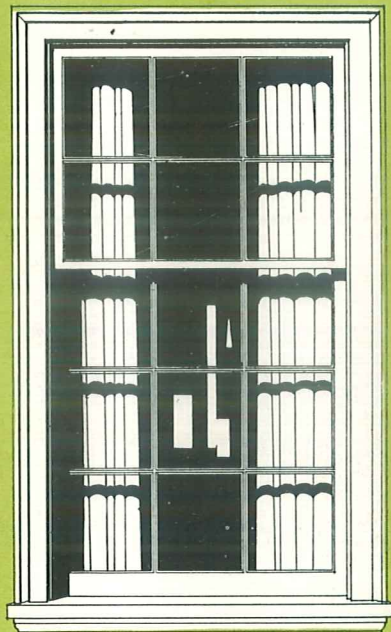
Compare

THE DIFFERENCE IN APPEARANCE

OLD-FASHIONED
FLAT FRAME SCREEN



MODERN ROLSCREEN



Old-fashioned flat frame screens blot out beautiful windows — and, they “stick out like sore thumbs”.

Modern Pella *Rolscreens* preserve the architectural beauty of your windows because they are so inconspicuous.

Notice, in the illustrations above, how ugly and awkward flat frame screens look — actually they make a house look old years before its time.

Rolscreens make the whole house more cheerful. They admit 20% more light because they have no wide frames and they can be conveniently rolled up out of the way when the windows are closed. Furthermore, *Rolscreens* do not blur the vision through clear, sparkling glass.

So, don't let old-fashioned, wide frame screens spoil the appearance of your home. Use *Rolscreens*. They will keep it looking like new.

Eliminate THE NUISANCE OF



TAKING DOWN
PUTTING UP



PAINTING



STORING

ROLSCREENS

GIVE
QUICK, EASY ACCESS TO FLOWER BOXES,
AWNINGS AND WINDOW LATCHES

"Hardly a day passes that I don't consciously appreciate the convenience of my *Rolscreens*," writes one grateful user. *Rolscreens* make it so much easier to tend window boxes and awnings because they are never in the way! Unlike troublesome, old-fashioned screens they do not require taking down and putting up whenever windows must be washed either on the inside or on the outside.

MAKE OPEN WINDOWS SAFE FOR CHILDREN

Rolscreens can't fall out. Can't be pushed out. When *Rolscreens* are pulled down, they automatically lock at the bottom, giving a secure fastening to *all four sides* of the *Rolscreen*. Your home is safer from prowlers because *Rolscreens* can not be unlocked from the outside! What a sense of satisfaction!

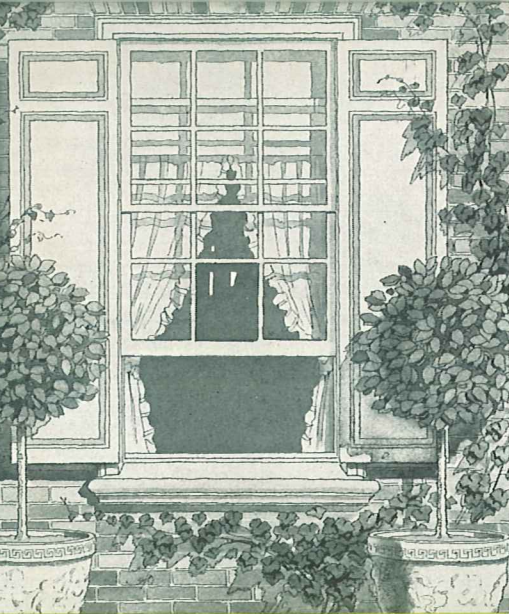
ELIMINATE SOILING AND TEARING OF DRAPES

Draperies are bound to become soiled more quickly — and torn more easily when old-fashioned flat frame screens must be passed through opened windows. *Rolscreens* eliminate this chore and all its accompanying hazards.

Ordinary outside screens are perfect dust and dirt collectors. Draperies blown against them become soiled weeks before their time.

Rolscreens automatically clean themselves every time they are rolled up and down! They have no hooks or rough edges that will catch and tear your finest draperies.

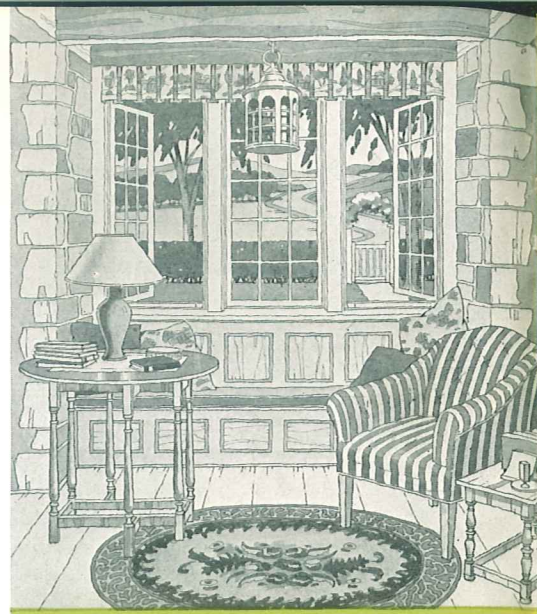




For

EVERY TYPE OF WINDOW

Any type and make of window . . double-hung or casement . . wood, steel or aluminum . . can be neatly equipped with *Rolscreens*. These modern concealed window screens always fit perfectly on the windows for which they were ordered. Once installed they become a permanent part of the window.

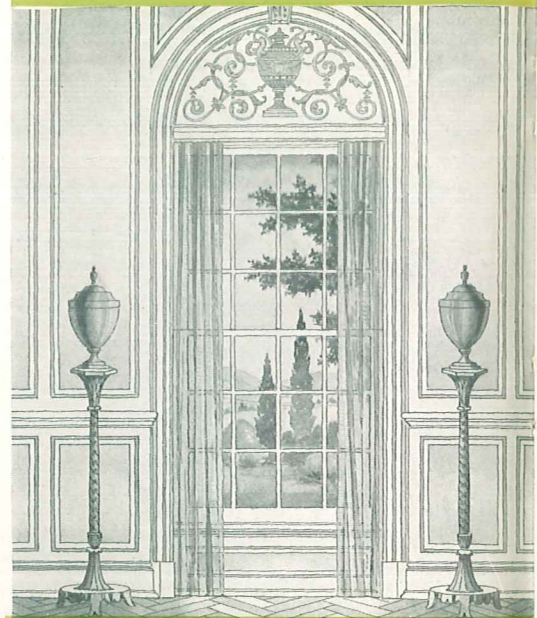


FOR ANY STYLE ARCHITECTURE

Ever since the invention of the *Rolscreen* its designers have purposely kept it simple — simple in appearance, in operation and in construction.

Rolscreens blend in perfectly with any style of window architecture and with any desired draping effect.

Be sure to discuss Pella *Rolscreens* with your architect or builder. He is familiar with them.

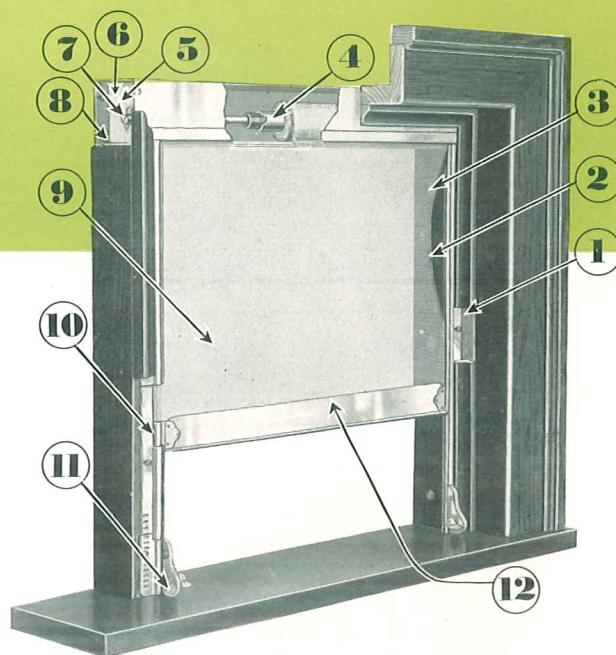


CONSTRUCTION

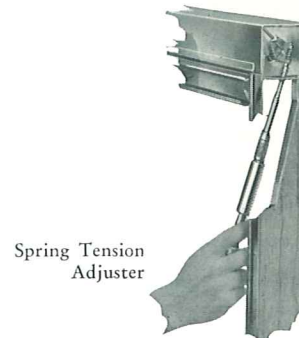
and operating features . . .

FOR *DeLuxe* ROLSCREENS

1. Screen guides automatically adjust themselves in case the woodwork should shrink or swell.
2. *RolSCREENS* will not bulge or tear. The wire-cloth releases from the guides if it is ever struck or bumped and it automatically re-enters the guides when the *RolSCREEN* is raised.
3. Special clear vision Alumina wire-cloth is electroplated and triple selvaged for extra strength and wear. It is guaranteed not to crack or break under continuous use.
4. Extra heavy, oil-tempered coil springs always work smoothly. They will not jam or fail.
5. The tension of the coil spring is easily adjusted at this point without disturbing the *RolSCREEN* installation.
6. *RolSCREENS* operate easily, smoothly because both ends of screen roller ride on ball bearings.
7. *RolSCREEN* wire-cloth cannot drag and wear on the lower edge of roller housing because as the screen is lowered and the roll of wire-cloth becomes smaller, the entire roller assembly automatically "floats" forward. When the screen is raised and the roll of wire-cloth grows larger, the roller "floats" backward.
8. Concealed roller housing is made of lead-coated terne-plate metal. Welded construction. All metal parts of *RolSCREENS* take paint perfectly.
9. Rust-proofed, clear vision Alumina wire-cloth is clear grey in color and practically invisible. Admits 20% more light. Never needs painting. Is self-cleaning.
10. Blocks on the ends of the screen operating bar are frictionally engaged in the guides. The frictional engagement prevents the operating bar from tilting and acts as a slight brake when the screen is raised.
11. When lowered, *RolSCREENS* are automatically locked at the bottom by positive latches. They cannot be unlocked from the outside.
12. A resilient, rubberized felt strip across the bottom of the heavy-duty operating bar gives extra tight closure with the sill.



The roller "floats" as the screen lowers



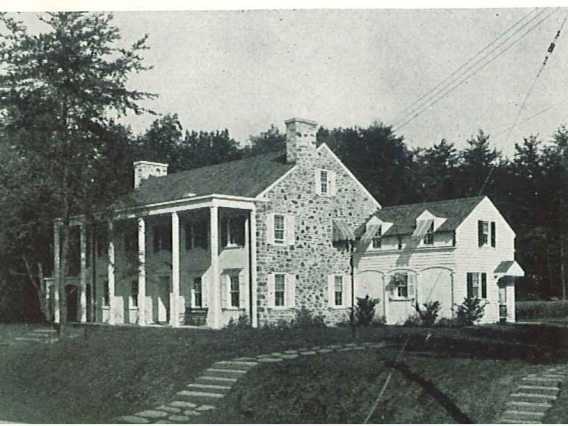
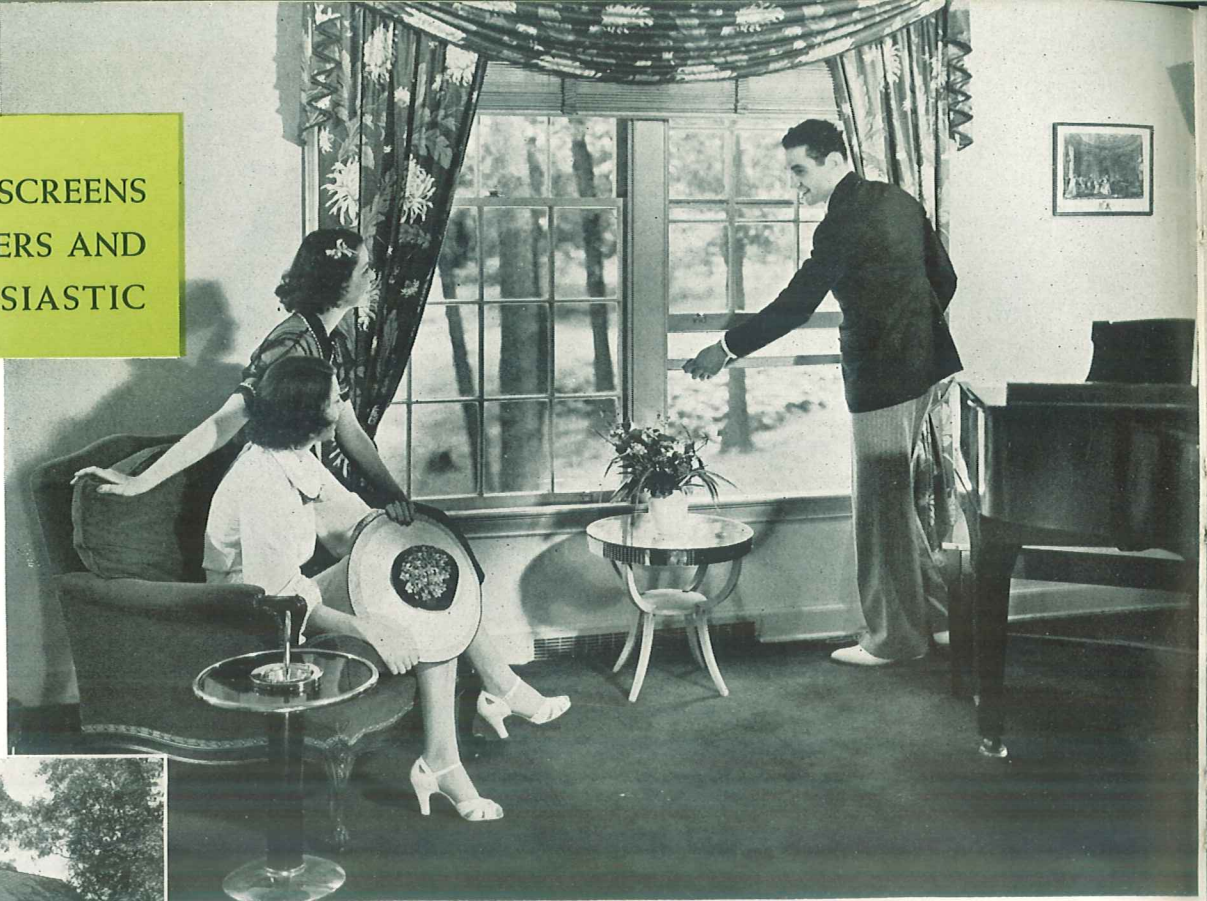
FOR *Standard* ROLSCREENS

Standard *RolSCREENS* have all the construction and operating features as given for DeLuxe *RolSCREENS* except Ball Bearings, Heavy-duty Operating Bar with felt contact strip and Spring Tension Adjuster which are indicated in the illustration above by arrows Nos. 5, 6 and 12.

ORDERS SHIPPED IMMEDIATELY

Both DeLuxe and Standard *RolSCREENS* are built in sizes to fit all window openings from 10 inches to 61 inches wide and up to 120 inches high. They are carried in stock ready for immediate shipment.

OVER 1½ MILLION ROLSCREENS
IN USE . . HOME OWNERS AND
ARCHITECTS ENTHUSIASTIC



letters from happy *Roloscreen* users. These letters come from every one of the 48 states and from more than 15 foreign countries.

You'll be enthusiastic about *Roloscreens*, too! Five minutes after they are installed, the whole family will vote them the most delightful feature of the house. We make this prophecy because for years we have received thousands of unsolicited

ROLSCREENS IN ARCHITECTS' OWN HOMES

We are justly proud that so many well-known architects invariably select *Roloscreens* for their own homes. And, pleased too that they write us a good deal like C. Melvin Frank, prominent Columbus, Ohio architect, who says: "*After three years of daily observation I find Roloscreens to be one of the chief comforts in the home.*"

ROLSCREENS ARE ECONOMICAL

Like most people, you were no doubt immediately impressed with the convenience and unobtrusiveness of *Roloscreens*. A real surprise awaits you the day *Roloscreens* are installed in your own home and you discover their many, many practical advantages. However, the real climax to your appreciation for *Roloscreens* comes with the realization that *Roloscreens* are actually saving money for you.

Of course, they cost a little more than old-fashioned, wooden frame screens at the start. But, with *Roloscreens* the *first* cost is the *last* cost! They positively eliminate all those yearly expenditures of labor and money for care, repairs and storing.

Roloscreens fit the building budget for every home costing upwards from \$5000.



A few folks YOU MAY KNOW WHO USE PELLA PRODUCTS . . .

A. ATWATER KENT,
Philadelphia, Pa.
SENATOR KEY PITTMAN,
Washington, D. C.
BRUCE BARTON,
Foxboro, Mass.
DRAKE APARTMENTS,
Philadelphia, Pa.
U. S. NAVAL HOSPITAL,
Chelsea, Mass.
SOESTDIJK PALACE,
Princess Juliana
The Netherlands
EL ROYALE APTS.,
Los Angeles, Calif.
JOHN CHARLES THOMAS,
Easton, Md.
J. N. "Ding" DARLING,
Des Moines, Iowa
WM. FOX,
Woodmere, L. I.
WM. WRIGLEY,
Phoenix, Ariz.
VINCENT BENDIX,
South Bend, Ind.
W. J. KOHLER, JR.,
Kohler, Wis.

MAYTAG Co.,
Newton, Iowa
PRATT & WHITNEY Co.,
Hartford, Conn.
COCA-COLA BOTTLING Co.,
Monroe, La.
POWELL CROSEY, JR.,
Sarasota, Florida
LIBBEY-OWENS-FORD Co.,
Toledo, Ohio
N. W. BELL TELEPHONE Co.,
Des Moines, Iowa
SINGER SEWING MACHINE Co.,
New York, N. Y.
UPJOHN Co.,
Atlanta, Georgia
PARKER PEN Co.,
Milwaukee, Wis.
BING CROSBY'S DEL MAR CLUB,
San Diego, Cal.
THOS. H. GILL,
Chevy Chase, Md.
NEW FRANCISCAN SEMINARY,
Carey, Ohio
INDEPENDENCE HALL,
Philadelphia, Pa.
U. S. TOBACCO Co.,
Nashville, Tenn.

INSTITUTE OF TECHNOLOGY,
Boston, Mass.
KNOX HAT Co.,
New York, N. Y.
CONGREGATIONAL CHURCH,
Winnetka, Illinois
C. C. JANTZEN,
Portland, Oregon
SWARTHMORE COLLEGE,
Philadelphia, Pa.
PITTSBURGH PLATE GLASS Co.,
Birmingham, Ala.
TRUSCON STEEL Co.,
Little Rock, Ark.
E. I. DU PONT Co.,
Newbridge, Del.
CHRYSLER CORP.,
Detroit, Mich.
KRAFT-PHOENIX CHEESE CORP.,
Houston, Texas
MINNEAPOLIS-HONEYWELL Co.,
Minneapolis, Minn.
ELI LILLEY Co.,
Indianapolis, Indiana
MARSHALL FIELD III.,
Chicago, Illinois



Pella

VENETIAN BLINDS



... the mark of practical elegance

Perhaps no one thing can do more to help make a perfect background for you and for your furnishings than Pella Venetian Blinds. Whichever period designs you may select for your rooms, these lovely Blinds will fit in perfectly with your window draping effects.

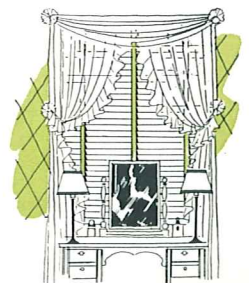
But what is sometimes overlooked in choosing Venetian Blinds is how they work and how they wear. Pella Blinds offer certain exclusive features that give architects, decorators and users reason to say, "these Blinds are *really different*".

Read carefully the following pages. In an interesting manner they tell how Pella Blinds are different and why it will pay you to insist that your Venetian Blinds bear the quality name, "Pella".

Natural or light neutral color Pella Blinds make the perfect setting for warm wood tones in furniture, and richly colored drapes and upholstery.

Breakfast nooks and kitchens are enlivened by Pella Blinds in bright, cheery colors.

Choose Pella Blinds in soft, friendly colors that match or harmonize with furnishings in bedrooms.



Pella

Conceals all mechanism in neat enclosed head piece...



No cornices or valance boards necessary

Unightly mechanisms of ordinary Blinds must always be hidden with wooden cornices or valance boards. Not only is this an added expense but often interferes with window draping effects.

This problem is successfully eliminated with Pella Venetian Blinds. Their neat head piece with *all* the mechanism enclosed is only $1\frac{3}{8}$ inches deep! It may be left undraped without impairing the beauty of your windows in the least.



Double-roller tilting device

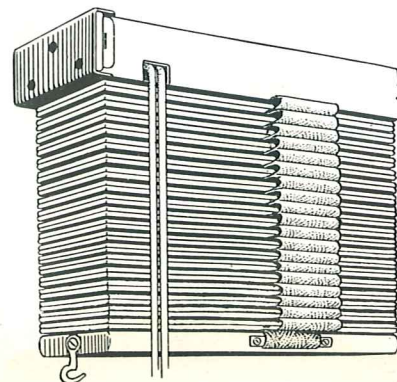
Instead of employing the old-fashioned tilting bar or a single roller for tilting the slats, Pella Venetian Blinds have a valuable feature in their non-slipping Double-Roller Tilting Device. One roller unwinds the front tape as the other roller rewinds the back tape and vice versa. This device is all enclosed in the head piece. It enables these blinds to be adjusted quicker, more smoothly and right up to the very degree desired.

No cords to tie

An ingenious Automatic Lock inside the Pella Blind Head Piece securely holds Blind at any point between the lowered and fully raised positions. Large oversize pulleys 1 inch in diameter greatly reduce cord wear.

Pella blinds nest perfectly

Here's where Pella Blinds really shine! Note in the illustration at the right how snugly Pella slats nest up under the Head Piece! Actually they nest up into a "bundle" that is 20% smaller in size. What's more, no "peek holes" are left at the top for light to streak through. Little wonder everyone exclaims, "—the neatest Blind I ever saw".



PELLA BLINDS STAY CLEANER LONGER

Once you feel the "smooth-as-glass" finish given Pella Blinds, you will realize why they are so easy to clean. The dirt has nothing to cling to. This "smooth-as-glass" finish is possible only because Pella slats are made of the finest, most even grained wood available and painted with three coats of the very finest synthetic enamels. Painting is done by the roller process. Not sprayed on. Not brushed on. The slats are sent thru rubber rollers which press the paint down deep into every grain and pore of wood.

Pella Venetian Blinds are easily and quickly taken down for cleaning — or, just the tapes and slats can be removed.

EXTRA SLATS AND TOUCH-UP KIT FREE!

Any extra slats left over after your order is made up are included without charge. We also send *free* a small tube of paint and a brush for touching up any scratches which may occur after installation.

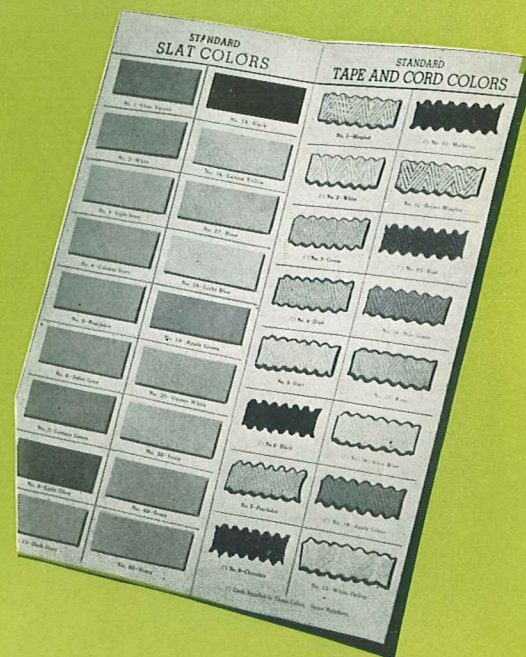


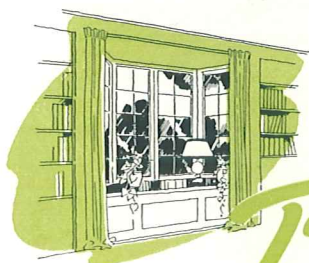
WIDE CHOICE OF UNUSUAL COLORS

Pella slats, tapes and cords come in 34 lovely, different colors to match or contrast with carpets, draperies and walls. Write for valuable *free* Color Chart showing actual color swatches for slats, tapes and cords. This chart has been prepared by one of the country's foremost authorities on interior decoration. It will help you plan your own color schemes.

SPECIAL COLORS

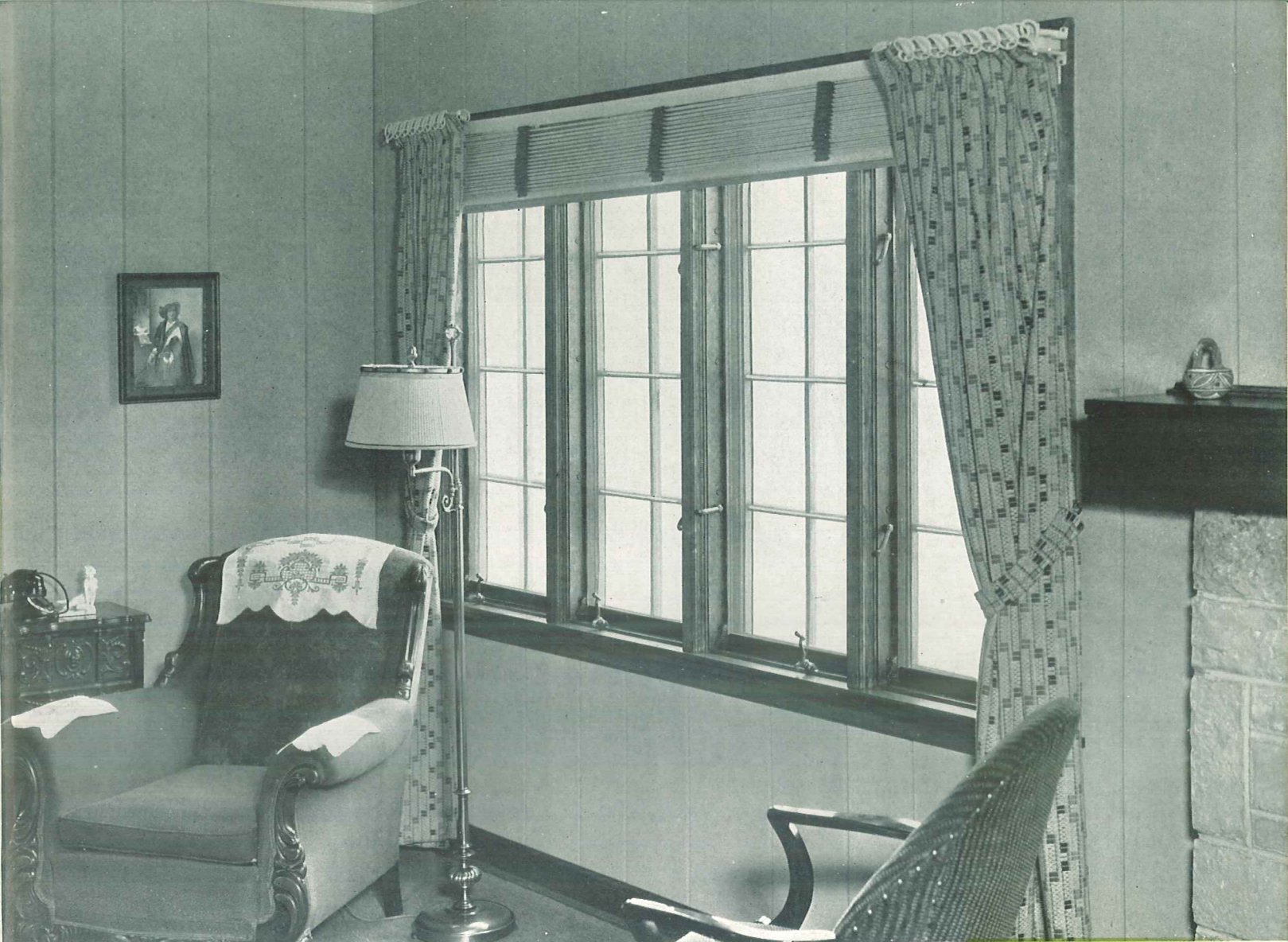
Pella Blinds can be furnished in practically any color combination to match your own color swatches — at a slight additional cost. Slats can be finished in one color with their edges striped in another color. Or, they can be finished in a different color on each side. Write for full particulars on special color combinations available.





Pella

CASEMENT



WINDOW

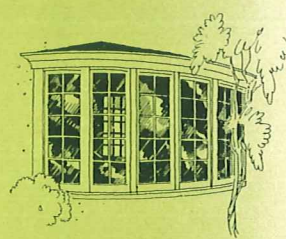
A COMPLETE UNIT WITH ROLSCREEN, WEATHER STRIPPING AND DUAL GLASS . . .

In Pella Casement Windows, you will find not only unusual beauty of design and proportion, but also every desirable feature for convenience. This *five-year-ahead* window is easier to operate and wash — and comes Rolscreened. It anticipates the rigid requirements of oil and gas heating and modern air-conditioning.

In these beautiful Pella Casement Windows are combined the strength and rigidity of steel with the insulative qualities and attractive appearance of wood. The wide and heavy rust-proofed steel frame fits snugly into any wall construction. It is wood lined for insulating and to harmonize with the interior trim. The unit is weather-stripped, has double glazing panel, beautifully designed sash locks and sturdy worm-type sash operators.

Stock sized units are easily combined into any proportions of width and height. Glass arrangement may be in small panes or long horizontal lights. Pella Casements are so versatile that they can interpret any type of architecture.

In the following pages you will find out about the many advantages of Pella Casement Windows. Reading them will show why it will pay you to install Pella Casement Windows.

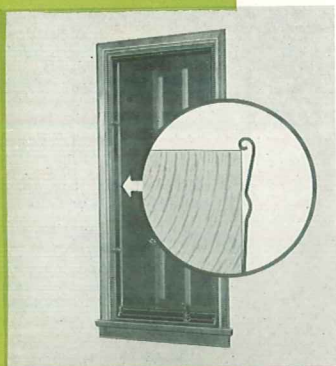


With all these

Advantages



You'll enjoy Pella Casement Windows every day in the year



SCREENS roll up and down like a window shade

Pella Casement Windows come equipped with Rolcreens — the screens that roll up and down like a window shade. The screen is there when you want it, and vanishes, out of the way, on a hidden roller when you don't. Rolcreens eliminate all the bother of old-fashioned, flat frame screens which cut out 20% of the light and ventilating area and spoil the beauty of windows and drapes. Rolcreens do away with putting up and taking down. Painting and repairs are unnecessary, too.

SPRING BRONZE WEATHER - STRIPPING that paint can't clog

Spring Bronze weather-stripping is another important feature of Pella Casement Windows. This weather-stripping is of exclusive Pella design. It is not affected by painting and can't clog as is often the case with ordinary weather-stripping. Pella's spring bronze weather-stripping fits snugly and is adjustable. It is installed so you can see it work.



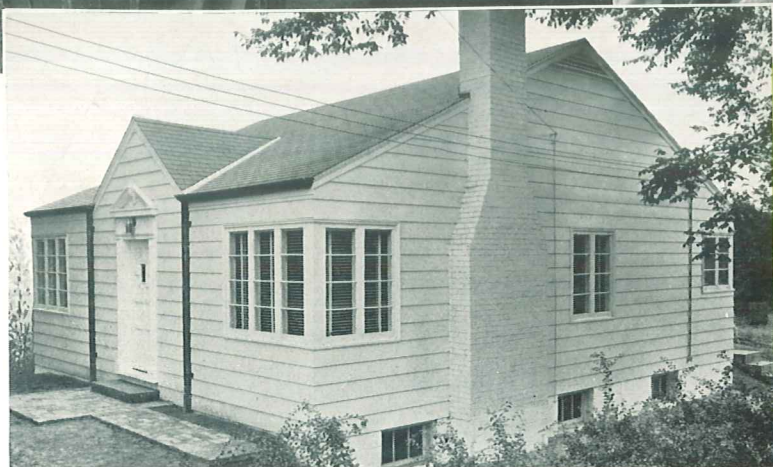
DUAL GLASS insulates against winter cold and summer heat

The dual glass used in Pella Casement Windows may be left in place the year around. It insulates against summer heat as well as winter cold. A single pane of Libbey-Owens DSA Glass is used. It is set in a Cadmium plated, steel frame and rubber. The glass is easily removable and is mounted in the wood sash with hinged clips. Dual glazing greatly reduces window washing — glass does not "smog" so quickly.



EASY TO WASH both sides of glass from inside of house

Especially designed, double acting, cadmium plated hinges permit washing of both sides of the glass from the inside. The sash normally pivots at the jamb. By operating a simple release, the sash pivots away from the jamb, permitting complete accessibility to both sides of the glass for ease of washing from the inside.



See HOW PELLA CASEMENTS
LEND ADDED CHARM TO
THESE LOVELY HOMES



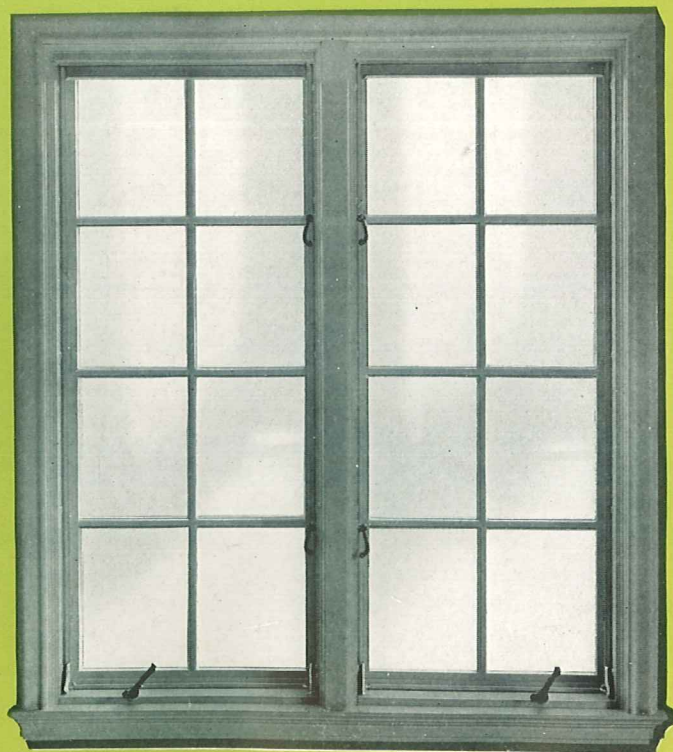
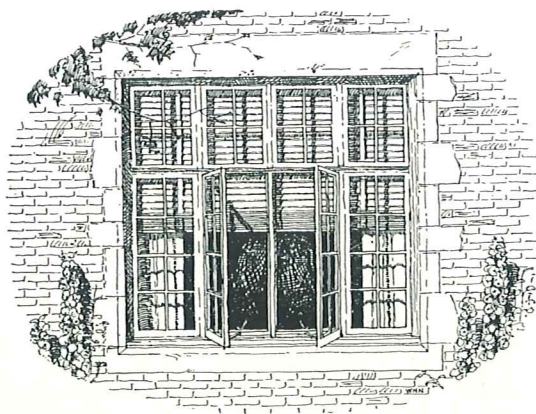
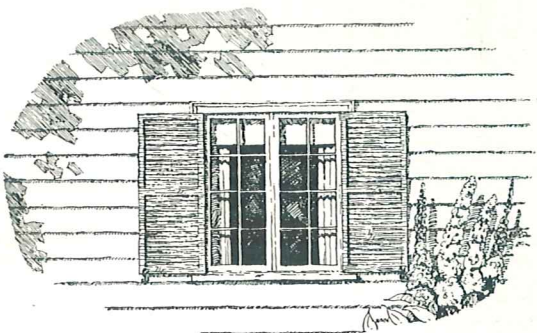
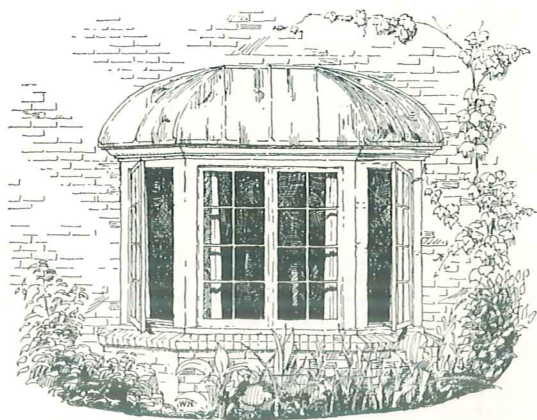
Authentic Designs

FOR ANY STYLE ARCHITECTURE

Pella Casement Windows have unusual beauty of design. These "five-year-ahead" windows may be secured with either glass arrangements in small panes or long, horizontal lights. They blend into and emphasize the character of any type of architecture.

Pella Casement Windows will provide the impression of dignity and stateliness required for Colonial architecture, "coziness" for Cape Cod, breadth for Modernistic or Spanish, and sturdiness for half-timbered English.

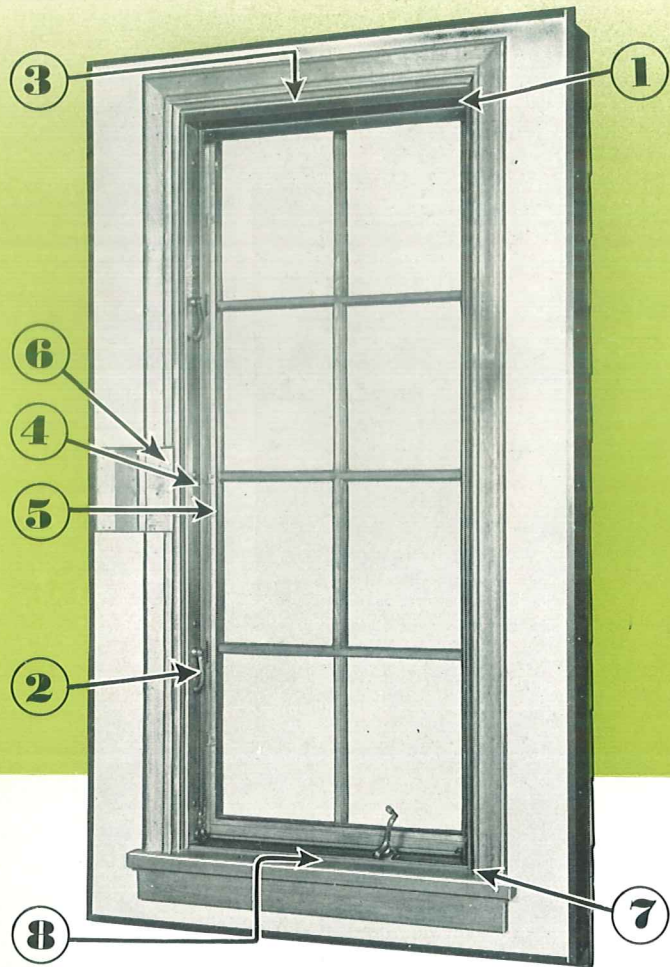
Stock-sized units are neatly combined into any proportions of width and height. Truly, Pella Casement Windows are the windows that have everything!



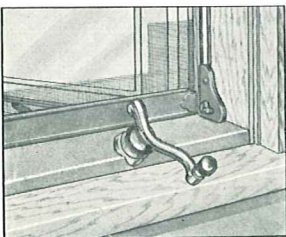
Exclusive Features

HEAVY, RUST-PROOF METAL FRAME IS WOOD LINED FOR BEAUTY AND COMFORT

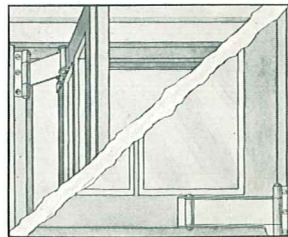
1. **ROLSCREENED** — Equipped with famous Pella Rolscreens. No storing, no taking down for window washing.
2. **BEAUTIFUL HARDWARE** — Specially designed hardware. Graceful lines and easy to operate. Chrome or bronze.
3. **RIGID METAL FRAMES** — $\frac{1}{16}$ " rust-proof, special process, zinc-coated steel. $5\frac{5}{16}$ " wide. Made to fit all walls.
4. **DUAL GLASS** — Removable, single panel, Libbey-Owens DSA glass protects against winter cold and summer heat.
5. **WEATHERSTRIPPING** — Spring bronze, exclusive design. Not affected by painting. Adjustable. You can see it work.
6. **INSIDE INTERLOCKING FINS** — Galvanized steel. Can be punched with nails when installing. Light gauge.
7. **WOOD TRIM** — Frame lined with clear white pine (other woods if desired). Insulates — beautifies.
8. **FACTORY ASSEMBLED** — Factory - fitted complete with sash, ventilating equipment, dual glass and Rolscreen.



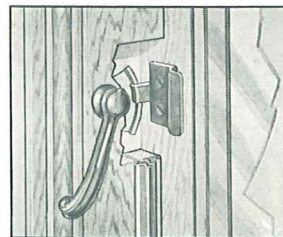
OTHER FEATURES OF PELLA CASEMENTS



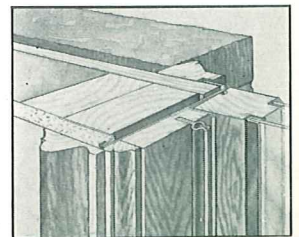
UNDER-SCREEN OPERATOR — Worm gear type. Made integrally with removable steel sill. Exclusive design handle. Choice of three finishes—satin or polished chrome or statuary bronze. Other finishes special.



NON - EXTENSION CLEANING HINGE — Special design double acting, cadmium plated. By operating simple release, sash pivots away from jamb for washing windows from inside.



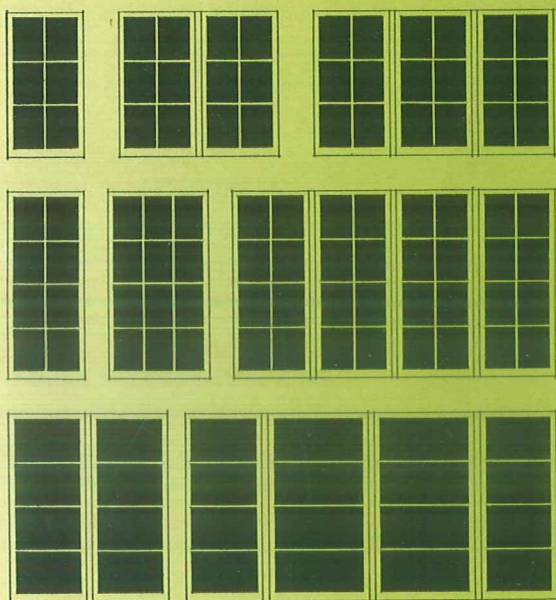
GRACEFUL, STURDY SASH LOCKS — Cam action. Attractively designed operator and locking handles finished in statuary bronze (chromium optional). One or two locks, according to height of window.



EASILY FITTED FRAMES — Galvanized steel frames fit snugly into any wall with attaching flanges on outside and interlocking fins on inside. No warping, no joints to pull apart.

STOCK SIZE UNITS

combine neatly into any proportion of width and height, using small panes or long horizontal lights



One man can complete a weather-tight Pella casement installation in about 30 minutes

In Pella Casement Windows you will find not only every desirable feature for convenience, but also unusual beauty of design and proportion. Stock sized units may be combined with any desired proportions of width and height. All combinations of units are made up by joining single units with metal mullions drilled and tapped for rapid attachment. Units are shipped separately and joined in opening as they are set. If desired they may be set in series with timber between and metal mullions omitted.

FOR ANY TYPE CONSTRUCTION

Pella Casement Windows are readily adaptable to *all* kinds of wall construction — Wood Frame, Brick Veneer, Hollow Tile and Brick Wall. Prints showing installation details will be gladly sent upon request — or, you can ask your architect or builder to show them to you. They have these Prints in their files.

REDUCE CONSTRUCTION COST

Factory fitting and assembling save materially on installation costs. One man can complete a weather-tight installation in about 30 minutes. Then, too, Pella Casement Windows are 20% oversize and save materially on wall cost.

GENERAL INFORMATION

Brick Moulds and wood sub-sills are included in arriving at masonry opening dimensions and are standard equipment. If omitted, credit allowance is made.

For siding or stucco, wood drip cap furnished as an extra.

Any or all units may have Dual Glass panels. Panels are one single pane per unit DSA.

All units are factory-fitted and assembled complete with sash, and ventilating equipment, Dual Glass, Weather-stripping and Rolscreened as may be specified. Installation screws and caulking compound are included.

It's easy to buy PELLA PRODUCTS

Pella

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Rolscreens for about _____ windows Venetian Blinds for about _____ windows

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Our Home has (or will have) ☐ ordinary Double Hung Windows, ☐ Wood Casement Windows, ☐ Steel Casement Windows.

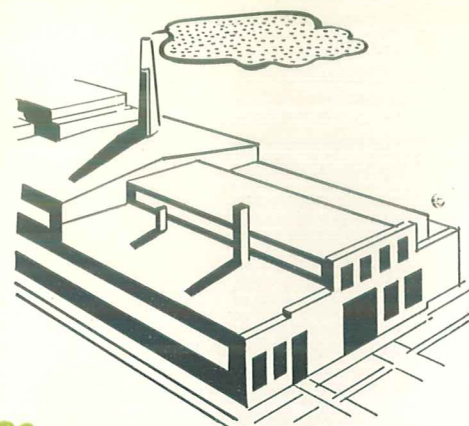
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